



SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.

15 mg "tar," 1.1 mg nicotine av.
per cigarette by FTC method.

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A large, high-contrast photograph of a cowboy in a red shirt and white hat, holding a knife to the neck of a brown bull. The scene is set in a dusty, arid environment. The Marlboro logo is in the top left, and a surgeon general's warning is in the top right. The word "Marlboro" is written in large white letters across the bottom of the image.

Marlboro